OFFICIAL PUBLICATION OF THE CANADIAN CAMPING ASSOCIATION

CANADIAN CAMPING

February 1956

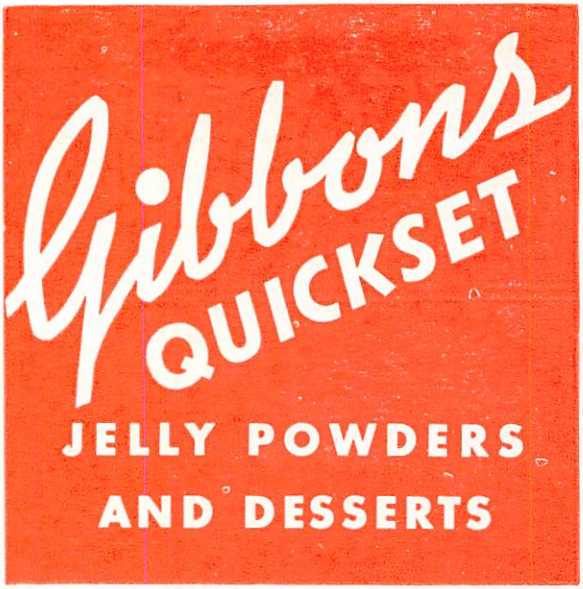
TORONTO, CANADA

PUBLIC RELATIONS

PROMOTION

PLANNING

Specialists in Food Service to Camps Everywhere



"A Cent a Serving"

Jelly Powders
Pudding Powders
Pie Fillings
Fruit Beverages
Table Syrup
Hot Chocolate
Flavourings
Soup Base
and our
Instant Puddings

A marvellous, Quick setting flavourful Dessert ready in 20 minutes by the cold water method.

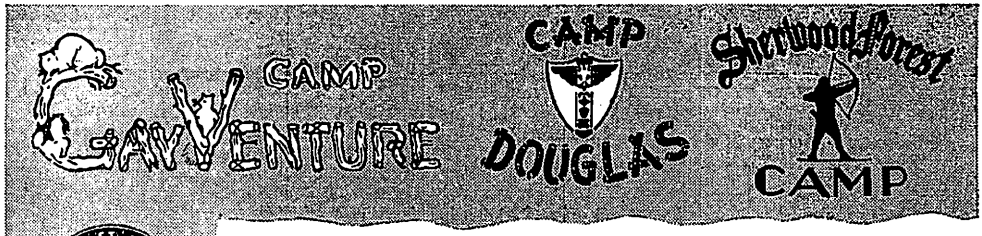
A prepared instant pudding or pie ready just when you mix it.

Of particular interest to camps are our new moisture proof, heat-sealed packages that hold the flavour until you use them.

A cordial invitation to visit our exhibit at your convention, or write to . . .

GIBBONS QUICKSET FOR QUALITY **DESSERTS**

3565 Dundas St. West - Toronto 9



EATON'S

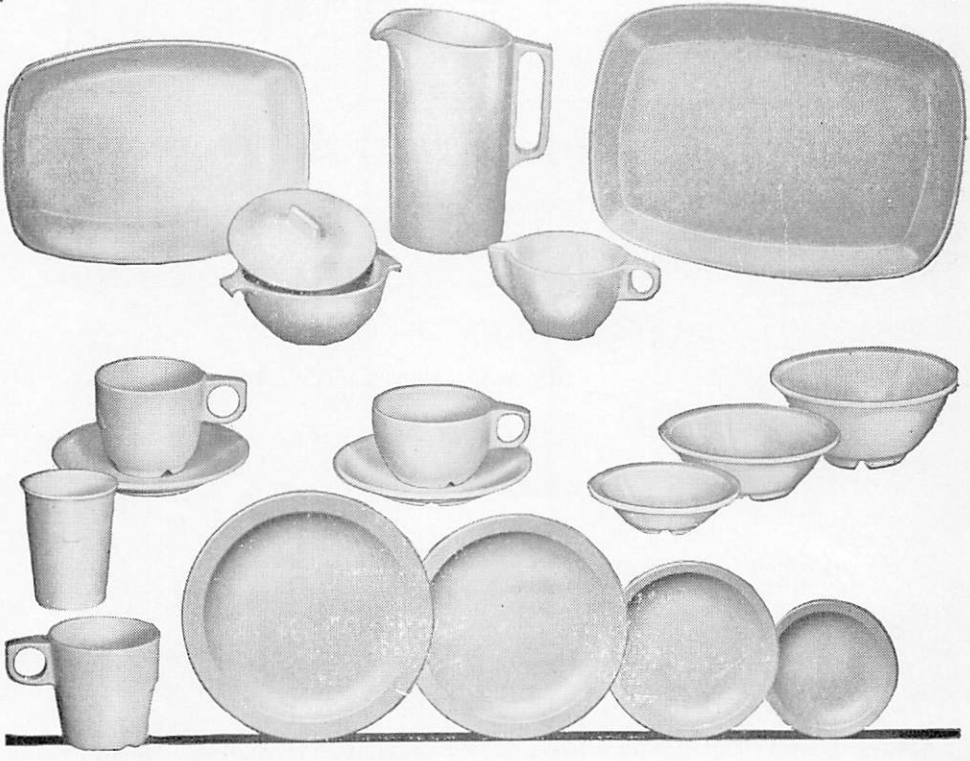
Campers wear these crests with pride . . . at camp, and afterwards too!

For many years, EATON'S Camp Centre has made T-shirts and sweat-shirts bearing the crests of well-known Canadian camps. For information as to how your campers can receive this service . . . write, call in person, or phone UN. 1-5111—EATON'S Camp Centre, Main Store, Second Floor.

The crests illustrated are those of camps which have made this service available to their campers.

EATON'S OF CANADA

G.P.L. HEAVY DUTY melmac® TABLEWARE and ACCESSORY PIECES



ATTENTION CAMP DIRECTORS

This Tableware is produced to specifications set by The Canadian Government. Save up to 90% on replacements of dishes.

Write for sample and full particulars to:

GENERAL PLASTICS LIMITED

150 Wellington St. W., Toronto - **1117 St. Catherine St. W., Montreal**

Wanted!

—by hungry campers. Tempting, home baked pies, fresh from the oven and ready to eat. Of course!

But who's going to slave over a hot stove to bake a pie!

No-one.

Not these days. Because wise cooks these days use Stafford's pie filling, and bake a pie in HALF THE TIME. Stafford's pie filling is ready-to-use. Just pour it in the pie shell, and pop it in the oven. Out come as tender, flaky pie no camper can resist, with his favorite filling—pineapple, mincemeat, raisin, raspberry, blueberry, cherry, apple or peach.

Do as the wise cooks do. Keep your campers full and happy with Stafford's delicious fruit pies.

Stafford's FOODS LIMITED

37 Hanna Ave. - Toronto

BRANCHES: MONTREAL WINNIPEG EDMONTON VANCOUVER

HAVE THE BEST

CAMPERS' INSURANCE

MEDICAL REIMBURSEMENT
ACCIDENTAL DEATH
TUITION REFUND
EPIDEMIC
POLIO

We have paid thousands of dollars in claims for camps which are members of the Canadian Camping Association. Why not avail yourself of this excellent protection and thereby establish another medium of public relations with the parents?

BEST IN COVERAGE - BEST IN SERVICE

THE SIGN OF GOOD SERVICE

VERMONT ACCIDENT INSURANCE COMPANY
RUTLAND, VT.
CHARTERED 1900

VERMONT ACCIDENT INSURANCE CO.

RUTLAND, VERMONT, U.S.A.

CANADIAN CAMPING

Vol. 8 February, 1956 No. 2

CONTENTS

Public Relations Begins at Home	Nan Vail	9
Your Printed Promotion	Howard P. Galloway	10
Among Ourselves	Jack Passmore	17
Master-Plan Your Camp	Bradford G. Sears	19
This Business of Public Relations	E. Flynn	22
We Tried it This Year	Mr. and Mrs. R. Raymer	24
Your Canoe and Your Load		27
Under Open Skies	Dorothy M. Douglas	31
National News and Notes	E. Flynn	32
For Your Camp Library	Dorothy M. Douglas	37
Your Camp Director's Calendar	W. E. Yard	42
The River Pointer	C. R. Blackstock	45

Cover Photograph—Courtesy Ontario Department of Lands and Forests

CANADIAN CAMPING ASSOCIATION

OFFICE: Room 407, 170 Bloor St. West, Toronto
WAlnut 2-0151

Honorary President
A. L. Cochrane, Toronto

Past Presidents
Taylor Statten, Toronto
Dais L. Gass, Montreal
Anne I. Vail, Montreal
W. E. (Ted) Yard, Toronto

President
Irwin Haladner, Toronto

Vice Presidents
F. M. VanWagner, Montreal
Mrs. J. H. McDonald, Winnipeg
Charles Roche, Vancouver

Treasurer
Clifford Labbett
3 Pinedale Cres., Toronto

Executive Secretary
Eanswythe Flynn, Toronto

Publisher, Canadian Camping
Fred Haiblen
170 Bloor Street West, Toronto
Tel. WAlnut 1-3147

Editor, Canadian Camping
Eanswythe Flynn, Toronto

"CANADIAN CAMPING" IS PUBLISHED FOUR TIMES A YEAR BY THE CANADIAN CAMPING MAGAZINE CO. FOR THE CANADIAN CAMPING ASSOCIATION AT 170 BLOOR ST. WEST, TORONTO, ONTARIO. SUBSCRIPTION PRICES: MEMBERSHIP IN THE CANADIAN CAMPING ASSOCIATION INCLUDES CANADIAN CAMPING: TO NON-MEMBERS, 50 CENTS PER COPY, $1.75 PER YEAR, $5.00 FOR THREE YEARS. AUTHORIZED AS SECOND CLASS MAIL, POST OFFICE DEPARTMENT, OTTAWA, ONT.

NEW MIRACLE LIQUID DISCOVERY!

"MISTO-VAN"

THE ORIGINAL PRODUCT—POSITIVELY GUARANTEED

FREE YOUR LIFE OF DISAGREEABLE OUTHOUSE ODOURS AND INCONVENIENCES

NOW—turn your outhouse into a chemical toilet! Try it on our money-back guarantee. No more offensive odours. You never again need to clean out your outside toilet when you use MISTO-VAN—the harmless waste dissolves and simply seeps away. Over half a million satisfied users.

Ask for MISTO-VAN to-day at your Tamblyn's or local DRUG, GENERAL or HARDWARE STORE. You'll be amazed at the wonderful results.

For further information write to

TILLEY'S LIMITED - 430 College St., Toronto

END SEPTIC TANK TROUBLE!

For Guaranteed Results Use

"SEPTO-BAC"

(POSITIVELY GUARANTEED)

OVERCOME AND AVOID TROUBLE. You can be sure of an efficient, fully-operating septic system when you use new SEPTO-BAC. Cuts grease and soap curds, cleans drain tile, improves seepage. SEPTO-BAC IS NOT YEAST . . . it is concentrated Protelytic Enzymes that gives new life to sluggish or blocked septic systems and cesspools. The most efficient known septic re-vitalizer, yet costs far less than any substitute. Insist on SEPTO-BAC. It's new—so ask your dealer to get it for you.

- Cleans
- Revitalizes
- No Yeast
- Cuts Grease and Soap Curds

SAFE • SIMPLE • SURE

At your local Tamblyn's, Hardware, Drug, Department and General Stores.

For further information write to

TILLEY'S LIMITED - 430 College St., Toronto

EDITORIAL

PUBLIC RELATIONS BEGINS AT HOME

NAN VAIL

At the beginning of this year we start a new chapter in the history of Canadian Camping. With the pealing of New Year bells we closed the last chapter and with the spirit of Christmas still penetrating our thoughts and actions, we prepare for the future. Christmas cards and messages from camping friends across Canada deepen that rare spirit of friendship so typical of camping people.

Already hundreds of camp directors and their staff members are planning for the 1956 camping season. As they plan and think, surely somewhere in our thought world there is a welding together of ideas which will gradually gain for us a comprehensive Canadian camping philosophy. Our strength for the future lies in our combined thinking, but each of us has to make our contribution. It is *giving* rather than receiving which will build our Camping Association.

What have you contributed? Have you written or obtained an article for our very fine magazine; forwarded suggestions to our National Executive; put some real effort into your local organization? The Canadian camping movement needs the help of every member. In December, some board members from Toronto and Montreal met in our capital city with over 50 camping folk from Ottawa, and had a most enjoyable experience; such a fine group working seriously toward some kind of local camping organization. After an enjoyable dinner at the Y.M.C.A., we had a panel discussion, then broke up into five discussion groups. It was a worthwhile experience and we appreciated the hospitality.

To Jack Pearse, "Dusty" Miller and the Committee, our thanks and congratulations! The following morning the C.C.A. Board met, and a very practical session developed under the leadership of our President, Irwin Haladner. We discussed at some length our units of organization in an effort to find a solution for the problem of distance. Perhaps small city units would help strengthen the association. A National Committee under the chairmanship of Ted Yard was appointed, but he needs the considered thinking of all our groups across Canada. We spoke with wistful longing of the need for government sponsored campsites. Canada needs more and more camping to give to our young people this unique training.

Camp week came in for some critical discussion and we wondered if in the

continued on page 29

Your Printed Promotion . . . MAKE IT WORK!

Every piece of printed matter your camp puts out has a bearing on your public relations. Printing which is well done can contribute much to good public relations. Poorly printed material can damage public relations. So it should be worthwhile to try to determine how we can make better use of printing to improve public relations, and how we can refrain from creating printed matter which damages our reputation.

There are many different types of printed matter which camps do, or could, use. Included are picture postcards; individually typed personal letters; automatically typed personal letters, mechanically produced pieces in letter form; bulletins and announcements; camp newspapers; birthday, Christmas, and other special-event cards; camp folders, brochures, and catalogs; advertising in magazines, newspapers, telephone books, etc.; articles written for newspapers and magazines; and so on.

MR. HOWARD P. GALLOWAY,

Editor of Camping Magazine, was kind enough to present this address at the 1955 Ontario Camping Association Conference in Toronto. Now, for the benefit of those who were not able to attend, he has allowed us to reprint it in the form of a timely article.

WHAT'S YOUR PURPOSE?

Which to use . . . and when . . . depends on your answers to several other questions. "What are you trying to accomplish with the particular piece of printing you are currently considering?" This is a basic question, yet one

which too often is not completely thought through. A good idea is to set your primary purpose down on paper, in specific rather than general terms. If you aren't satisfied the purpose is clear, concrete and worthwhile, start over again. Be sure to get this point completely settled before you begin actual preparation of the printed piece itself. When you do get the right purpose down in black and white, keep it in front of you as you work, to make sure you don't stray from the target.

Next, get clearly in mind "Who are the right people at whom to aim this piece?" The best written, best produced, and best distributed piece of printing in the world, if it is sent to the wrong people, will not produce the result you want. So get clearly in mind: "For whom am I preparing this material?"

FIRST IMPRESSIONS ARE IMPORTANT

Now it's time to begin to think about actual production of the piece, whether it's a letter, bulletin, booklet, or whatever. A good question to start with is "What first impression will this piece of printed matter make on those who receive it?" This calls for consideration of the mailing envelope, the design of the letterhead, heading of bulletin, cover design of booklet, etc.; quality of paper; use of colour in paper and/or ink; quality of typing or printing and other similar factors.

People get a lot of mail these days. Most of it comes in envelopes of one sort or another. There are big envelopes and little ones, white ones and colored ones, all-type envelopes and pictorial ones, tastefully done envelopes and others in poor taste. No one of these can be said to be either "right" or "wrong." It all depends on the type of people to whom you are mailing, and the type of impression you want to create. Your envelope is in competition with all the others and if your envelope doesn't get opened your printed piece won't get read.

What is important is not whether *you* like the envelope, but whether those to whom you mail it will react favorably. So consider this (and, as a matter of fact, every aspect of every printed piece) objectively, from the standpoint of the eventual reader.

The design of your letterhead, the heading of a bulletin, or the cover of a booklet also need your careful attention. True, you can scribble some copy on a sheet of paper, hand it to a printer, and say "Print me up some letterheads." If you have a conscientious printer, he will try to pick a type and arrangement which he thinks will look nice. If his taste happens to be the same as yours and the readers for whom you are preparing your printed material, you're in luck. But make no mistake, it is just plain luck.

A better plan would be to take time to think through what design really suits your purpose, what printer's types, sizes and arrangement will look well in this design, whether any drawings or pictures should be included, etc. Your printer will be grateful to you for supplying specific instructions, and the final result will in all probability be more effective. Paper and ink are two more factors to which careful attention is desirable. Paper can be had in all sorts of qualities, weights, finishes, colors and sizes. Ink comes in a myriad range of colors.

Your budget will to some extent control the type of paper you will use. So will the method of printing which you plan to use. One would not use mimeograph paper to print *Fortune* magazine; a fine coated magazine paper would produce equally as poor a result if used for typing personal letters.

This is something to talk over with your printer. See what he has in stock (especially on relatively small jobs, using a paper already in stock will save you money.) Find out what type of paper he feels will reproduce your job best. Look over the color range of papers available to you; perhaps by using a colored paper (which costs slightly more) you can get a two-color appearance with only one run through the press, thus actually cutting costs below what would be the result if you used white paper and printed in two colours. Study samples of the ink colors your printer can make available to you. If you are using colored paper, make sure the ink color will go well with the paper. And of course assure yourself that both the color of the paper and the color or colors of ink are appropriate to your purpose and to the people who will receive your printed matter.

LOOK FOR QUALITY WORKMANSHIP

Before you contract with anyone to do printing for you, check around a bit and assure yourself that you will get good quality work from the supplier you choose. This is important, whether you are thinking of a single mimeographed sheet or a 48-page catalogue. There is no reason why, whatever method of printing you use, you shouldn't have a quality job. There is every reason why you should keep looking until you find a source which will give you quality work, if you want your printed pieces to be most effective. Incidentally, this applies equally as well to personally typed letters as to "outside printing." It's wasteful to design and have printed fine letterheads and then have them typed on a late 1903 model typewriter or by an inefficient typist.

Consider next the twin topics of format and copy. Which comes first is hard to say. Format dictates to some extent the amount and type of copy to be written. Copy dictates to some extent the kind of format to be used. But because the form in which the material is presented follows so logically after the first impressions we've been talking about, let's consider format first.

The format of your printed piece should be attractive to look at, simple to handle, and easy to read . . . not dull and routine. Take some blank sheets of paper and cut and fold them into what printers call a "dummy" of the general size and shape you feel would do well for your piece. Sketch in approximate location and size of the various elements the printed piece will contain: headline, photographs or drawings, size and kind of type to be used, column widths and lengths, and so on. Try several different sizes, folds, number of pages, and arrangements, until you find the one which seems to suit best the purpose to which you are aiming.

Watch for these three things: (1) The number of pages and kind of folding should be such that folding can be done by machine. (2) The over-all size of the sheet used for printing (most jobs are printed flat,

several pages at once, and then folded and trimmed) should be such that your printer can use a standard size sheet without much left-over waste. (3) The finished piece should fit comfortably into one of the standard sizes of envelopes.

WRITING THE COPY

Now, at last, you're ready to start what you wanted to start at the beginning—writing the "copy" for the piece. O.K., let's go. But keep your primary purpose and your rough format in front of you, and write the copy so it will come somewhere near fitting. Also keep in mind that you aren't completely bound by the format you've tentatively chosen. If you get a terrifically better idea en route, there's nothing to stop you from throwing out format No. 1 and starting over again with a better one.

Writing the copy is probably the hardest part of the job. What you say is important. So is how you say it. People may forgive you a somewhat less than sparkling format. But, if what you say is inaccurate or in poor taste, you're sunk. You need clear, careful, and concentrated thinking, self-discipline, working and re-working and re-working. Remember, the important thing is not so much what you want to say, but what will impel the reader to do what the printed piece is intended to accomplish.

Think objectively as you write your copy. Test each word, phrase, sentence, paragraph. Is this the best way to say it? Will this contribute to the primary purpose for which the piece is being prepared? Are the headline and lead-in paragraph compelling and strong, and do they quickly inform the reader what benefits will come to him if he takes the action you want him to take? Does the piece close with a strong bid for action? Is the reader told exactly what he has to do?

Is the writing simple, uncomplicated, easy to read? Can anything be misconstrued? Are there words which might have another meaning than that which you intend? Have you paragraphed for appearance as well as sense? Have you included answers to all questions likely to come into the reader's mind? Have you used short, easily understandable words, rather than long, hard-to-understand words? Have you used dramatic, dynamic picture words to make your copy "sing?"

Well, let's say you have your copy written. What do you do now—send it to the printer for setting in type? Not by a darn sight!

After you've written . . . edit. Then edit again. Be your own severest critic. Then put your copy away overnight and see how it sounds next morning. Edit again. Let someone else read it—someone who doesn't know anything more about the subject than do the readers for whom you are writing . . . someone who won't polish any apples. Get his reaction, then edit once more.

Sound like hard work? It is. But it's worth it in the long run. Why? Look at it this way. In ordinary conversation cocasionally you may make some unfortunate slip or some unintended derogatory inference. Maybe you're a little less than clear, or a bit long-winded. You can quickly retract the slip. Your listener can ask for clarification of the unclear part, or indicate he's gotten the point if you go on too long.

But when you put it in print, it's there forever. And you have no way

under the sun to control who, over a long period of time, will read those things you'd rather have left unsaid, be confused by those things you didn't say clearly enough or misinterpret your real point of view.

Check your spelling, too, and punctuation. Using the dictionary before printing is a lot more satisfactory than finding out too late that something is misspelled. Check again, when you get rough proofs from the printer, to make sure no errors have crept in during typesetting.

Let's assume, now, that the copy—the written portion of your job—is in final and satisfactory form. So back we go, and begin to think again about format. Is the form you had in mind at the beginning still the best? Will the copy, as written, fit the space sketched in the dummy?

If the answer to both questions is "Yes," that's fine. If "No," you'll have either to develop a new dummy, or re-do the copy to whatever extent is necessary. Copy that's too short may suggest eliminating a couple of pages or so from the dummy, or including more "white space." Most of us, including many printers, seem afraid of leaving any space unprinted. But it can be wonderfully effective, if well done. If copy is too long, either it will have to be edited again and cut some more, or the format revised to provide more space.

The temptation to make long copy fit by setting it in smaller type is one to be resisted, or at least given most careful consideration before a final decision is reached. Small, cramped, hard-to-read printing may almost completely ruin the acceptance of your finished piece by its recipients.

HOW SHALL I GET IT PRINTED?

"What is the best way to produce this piece?" is the next question to be answered. Let's discuss the various methods somewhat in order of number of copies of the material which will be required.

Hand typing is fine, and practically the only thing for individual letters which must change considerably with each person written to. But it's expensive.

Where identical or near identical copy is to go to a group of people, consider automatic typing. Look under Duplicating Services in the classified telephone book of any sizable city, and check the advertisements that mention automatic typing.

With this system every letter is individually typed, on your own letterheads. But only the name and address, and perhaps a few key words which you specify, are typewritten *by hand*. An electric device, actuated by a sort of player-piano roll, takes over and types the rest of the letter without personal attention.

Next in line is the mechanically produced letter. These can be produced either by mimeograph, multigraph, multilith, offset printing, or letter-press printing. Mimeograph is probably the least expensive; multilith or offset, which are quite similar, the most widely used, and still relatively inexpensive.

These are not really personal letters, of course. Usually, however, they are printed in type which simulates typewriting. Sometimes, they are planned so that a hand-typed "fill-in" of the name and address of the recipient can be added. It's pretty difficult, however,

to get an absolute match of type and color. Most big mailers plan their mechanically produced letters for mailing without a fill-in, inserting in its place a good strong lead-in sentence, sometimes in a second color. Its purpose, of course, is to attract the eye, and create desire to read on.

These mechanically produced letters don't fool anybody, and aren't really intended to. But time and time again, test after test made by firms whose mailings run into the millions, prove that there is some psychological connotation of the typewritten letter form which makes these "letters" produce better results than the same material printed with regular printer's type and mailed to the same people.

Bulletins, announcements, news letters and the like can also be satisfactorily produced by mimeograph, multilith or offset processes. But they must be done well, if they are to be effective —and too often in camp literature their message is largely lost as a result of poor production.

The regular printer's letterpress process can also be used in producing materials of this sort, provided the printer has a supply of "typewriter" type. This method has two potential drawbacks: it is likely to be more expensive, and it sometimes looks a bit too precise and mechanical to give the feel of a letter. The second of these drawbacks can be somewhat overcome by using a grayed ink, instead of black.

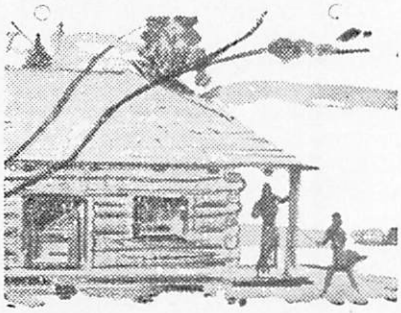
When it comes to camp folders, brochures and catalogs, your choice generally lies between letterpress and offset printing. Offset is likely to be less expensive if you plan for a large percentage of the piece to be photographs; letterpress is likely to be your best bet if there is more type matter than pictures.

A growing number of printing establishments are equipped for both kinds of printing, and so can help you choose whichever method best suits your current need. In some cases, indeed, it may prove desirable to use a combination of letterpress and offset printing. In these instances, it would be imperative that your printer have both kinds of equipment. Either way you can get a result which breathes of a well-set-up operation, of stability, of a successful camp — provided the piece is well designed, carefully written, and capably printed.

Whatever method of reproduction you choose, make sure you get a good job. Think the printed piece through first, before even beginning to write the copy. Choose a printer who is known for quality work, and for supplying his customers with both printing and ideas. Any printer can set type and run a press. But for really outstanding results you need his ideas, too. Work with your printer on paper and envelopes. Consult with him on type faces and inks. Use his talents; on these things he is the expert.

To the degree that you and your printer have been able to give consideration to all the factors discussed, you will at this point have before you a pretty fine piece of printed material . . . designed to fulfil a specific objective . . . written in the very best way you know how . . . edited carefully to get everything in that ought to be in, and everything out that ought to be out . . . printed in the manner best suited to it . . . and much more certain successfully to do the job assigned to it.

—●



For Your Resort
or Camp . . .

- **Prompt and Reliable Service**
- **A Wide Range of Products**

Fresh, smoked and ready-to-serve meats; Canned Meats, Fish, Fruits and Vegetables; New Domestic Shortening; Tenderflake Lard; Margene; Butter, Eggs, Cheese; Poultry; Peanut Butter, Pickles, Olives; Jams and Marmalade; Soap Flakes, Toilet Soap and Liquid Detergent. Prompt attention given all orders.

We shall be glad to discuss how we can serve you best.

Address: **Sales Department, Toronto or Peterborough.**

CANADA PACKERS LIMITED

Redbook
The Magazine for YOUNG ADULTS
HOW MUCH SHOULD GOD DO FOR YOU?
THE MAN WHO BROKE THE $100,000,000 LAND SCANDAL
"Faces of Guilt"
5 SURE WAYS TO FASHION SMARTNESS

Winner of the Benjamin Franklin Magazine Award Gold Medal For Public Service

New circulation guarantee
2,200,000
Effective April 1956 issue

We invite your consideration of Redbook when making your plans for 1956.

ADDRESS:

ETHEL F. BEBB, Director & Editor Camp Dept.

Redbook

230 PARK AVENUE NEW YORK 17, N.Y.

AMONG OURSELVES

By Jack Passmore

Associate Professor,

Ontario College of Education,
University of Toronto.

Early one Sunday morning in the summer of 1903, several heavily laden canoes nosed their way between two well-wooded islands in the south-west arm of Lake Temagami. The paddlers paused . . . and then leaned forward with excitement as the sandy beach of a larger island came into view. A quick survey increased their mounting enthusiasm. Their search was over! They stepped ashore and blazed a giant pine. This beautifully wooded island with its lovely sand beach and protected bay was the ideal location for their camp.

Arthur Lewis Cochrane, the leader of that camp expedition, was born in Birmingham, England, in the year 1870. Upon reaching manhood he served with the Grenadier Guards for five years. But his love of adventure led him to Canada in 1894. His all-round athletic ability and keen interest in boys resulted in his appointment to Upper Canada College as physical training instructor. During the twenty-seven years he held this position, he exercised a great influence on many young Canadians.

Camping was a natural outlet for a man with so great a love for outdoor life. More and more he desired to live in the bush and to travel by canoe on the lakes and rivers of Northern Ontario. This ambition caused him to establish his first boys' camp on Lake Muskoka in 1900. This is generally recorded as the first private camp in Canada.

The canoe trip to Temagami was a real pioneer effort. In those days, maps suitable for canoe trip purposes were non-existent. Leaving the train and the end of steel at North Bay, his small party paddled down Trout Lake and the Mattawa River to the mighty Ottawa. Up the Ottawa river they travelled, with frequent portages necessary around enormous log booms. Upon reaching the lower part of Lake Temis-

kaming, they pushed on to the mouth of the Montreal river. (This was the same route originally followed by the T. and N.O. engineers in the year 1900). After a difficult and strenuous portage around "The Notch", they reached the Matabitchuan. The canoeists then paddled on through Rabbit Lake and Snake Lake and, finally, a short carry brought them to the North-East arm of Lake Temagami.

Oddly enough, their arrival in Temagami coincided with that of the railroad. But modern methods of transportation were still unknown on this magnificent waterway. The Hudson's Bay Post had been in existence on Bear Island for approximately one hundred years. The Cochrane party had the thrilling experience of seeing a great birch bark canoe, propelled by the rhythmic paddles of eight sturdy Ojibway Indians, bringing the Hudson's Bay Factor out to the new railway station.

Because camping was a comparatively new venture in Canada, and transportation difficulties were numerous, Camp Temagami grew slowly in the early part of the century. But under the energetic leadership of its founder, and with the devoted help of his wife and family, the camp gradually developed. Originally the boys came largely from Ontario, but eventually the camp acquired a well deserved international reputation. Among its campers were included the sons of many distinguished Canadians.

Today the main camp is still located on the original thirty-acre site, but two adjoining islands are required to accommodate its greatly-expanded programme. Excellent accommodation is provided for roughly one hundred campers. A comparatively recent development is a large adult section for the use of parents and other guests. At the South-East tip of the island overlooking the open lake, a beautiful lodge has been erected. This splendid log structure serves as a symbol of "A.L.'s" creed in his life-long work with boys . . . to build slowly but surely, so that future generations will benefit from his handiwork.

While many magnificent lake trout and other game fish have been landed at Camp Temagami, it is the bear stories which grip the imagination of campers and visitors. The tale of the boisterous baby bears is still repeated around the dying embers of the campfire, before Lights Out signals the end of another camp day.

Extensive preparations had been made to receive Lord Byng, the Governor General of Canada. On the morning of this important visit, "A.L." awoke in great dismay to find the camp a shambles. Two half-grown bear cubs that normally delighted the campers with their madcap antics, had gone destructive. Tents were collapsed, cabin roofs slashed, and much other damage done. Somehow order was restored before the Governor-General and Lady Byng arrived. Ironically, the bear cubs proved to be one of the camp's most interesting features for His Majesty's representatives.

In addition to pioneering camping in Canada, A. L. Cochrane had a great deal to do with stimulating interest in skiing. He purchased the first pair of skis sold in Toronto, and encouraged his boys at Upper Canada College to participate in this wonderful outdoor activity.

His benevolent influence was also cast over the development of swimming and water safety. It was he who introduced the Royal Life Saving Society programme into this country, and he

continued on page 43

BRADFORD G. SEARS

Assistant Professor of Landscape Engineering,
New York State College of Forestry.
Consultant Landscape and Recreational Engineer.

MASTER - PLAN YOUR CAMP

In this period of intenstive planning, a strong plea should be made for use of Master Plans in connection with the development of organized camps. A Master Plan portrays by word and drawing the ultimate development of a campsite, balancing the factors of site, topography, capacity, structures, program and all the other conditions that influence physical layout of the camp.

It makes no difference whether one is working toward a primitive camp or a highly developed one. Master planning is as essential to selection of an overnight campsite as it is to location of a centralized dining hall. It is as necessary to layout of nature trails as it is to location of entrance and service roads. It is as interested in control and use of springs as it is with development of an elaborate water-supply system.

Hand-to-mouth, day-to-day planning will not produce a good camp layout. Careful thought and study with a long-range viewpoint can. The average organized camp might well be defined as a conglomeration of unrelated structures unhappily located in an unsuitable area. This condition is the result of one thing—lack of intelligent planning.

Planning should begin with *selection* of the campsite. Selection is emphasized since the root of evil usually begins here. Without factual data to

prove the point, it is safe to say that most organized camps operated by public agencies are located on areas donated or sold to them for a nominal sum for reasons other than the value of the area for camping. Many private camps are in the same position. Most of the subsequent headaches could have been avoided if these "gift horses" had been looked squarely in the mouth.

The list of factors that should be considered in the selection of site is much too long to include here but mention of accessibility, privacy, size of area, general elevation, topography, forest cover, water features and site hazards will give a general picture of their nature.

Upon the site is superimposed the Master Plan. Since graphic expression is the universal language, this usually resolves itself into a series of drafted plans showing proposed camp layout and the details of design and construction of each of its facilities.

The first step must be preparation of the General Development Plan. This sets forth the location and inter-relationship of all elements to be included in the ultimate development of the campsite. It should show boundaries of the area; its topography, both existing and with proposed revisions; location of all structures, roads, trails, planting, water developments, etc.; in fact, any visible object that will assume some importance in the operation and program of the camp. Liken it, if you will, to an aeroplane view of the completed campsite.

It is here the basic value of a Master Plan can make itself evident. Have you ever built a camp structure, be it a dining hall, cabin or wash house, in what seemed at the time to be its best location, only to find a few years later that in the development of the camp it had proved to be entirely misplaced? Have you ever developed a site in one corner of the property only to find that in the years of camp expansion you have followed the footsteps of the man who painted himself into a corner of a room? Have you ever tried to accommodate 75 persons on a site whose saturation point was 50? These things can be avoided by planning.

A Master Plan can show maximum capacity of the site—and it must be emphasized that each site has a definite maximum which must not be exceeded if real value is to be accrued from a camping experience. In parks this is called "scenic saturation," a point up to which the area can sustain the persons using it without any permanent harm being done to its character, but beyond which permanent harm will occur, together with destruction of the very features which made the site originally so desirable.

Harmony and simplicity of structures, together with their individual settings, constitute an important visible part of a well designed camp. Efficient location of all facilities and their relationship to each other is perhaps not so evident to the casual eye, but from the standpoint of camp operation assumes a position of even greater importance.

Each campsite is an individual problem of design. There is no standard plan that will fit all developments. The amount of physical development and the correct relation of structures to each other must grow from the site and from the type of camp program that is to be pursued. The National Park Service in its publication "Organized Camp Facilities" offers a valuable source of information on

desirable minimum standards. "Digest of Laws affecting Organized Camping," by the same Service, is another worthwhile reference. Health laws and standards of the state in which the camp is located will have a direct bearing on some features of the layout.

It should be emphasized that a Master Plan is not a rigid, inviolate thing. It is a living instrument within whose basic framework changes can be made to meet changing needs of the development it directs. No design is ever finished. A little more thought can always improve it. Nor is a Master Plan a pretty pipe dream to be filed away and forgotten. To be effective it must work and be worked on.

Master Plan drawings are best supplemented by written documents which contain descriptions of conditions and reasons for the existence, location and design of each feature. Alternatives may be suggested and questions raised. Type of camp program for which the design is fitted may well be outlined. Past history of the campsite will often prove of value.

The elaborateness and completeness of a Master Plan is somewhat a matter of choice. A General Development Plan with its supplementary statement is of prime necessity. Beyond this would be individual design of all facilities shown. Each structure should be planned in detail and construction drawings made. Details of water supply and sewage disposal systems should be worked out and presented.

Plan for Planting

A planting plan showing arrangement of trees, shrubs and vines on the campsite is sometimes indicated, especially if much planting needs to be done to reclaim abandoned farm land. Detailed planting plans for each structure are occasionally desirable to insure proper blending of buildings into their surroundings. Native plant materials should be used in all cases. Exotic species have no place in an organized camp.

Of great value is a planned order of development. For every campsite there is a preferable order of construction of facilities that will best service the needs of the camp during its period of development. For example, if a dining hall is planned, it should certainly precede a nature lodge or an administration building in order of construction. However, the dining hall must itself be preceded or paralleled by construction of water-supply, sewage disposal and service-road facilities. Those facilities of which there is some question as to their actual need in the camp plan should be left until last. Subsequent development of the camp program may prove them superfluous.

Presentation of Plans

A word should be said about presentation of plans. Rough sketches and notes written in longhand are as capable of producing a good job of planning as the most elaborately prepared drawings. The ability of the camp planner and sagacity of the persons who carry out its development are much more important. Let it be said, however, that carefully and attractively prepared master plan drawings are a distinct advantage. They give an impression of careful thought and study and are most likely to be given the credence of an official document. They perform an excellent service in

continued on page 45

THIS BUSINESS . . . . . .

Little things count . . . in enrolments, in the hiring and keeping of staff, in associations with parents, in programme, in administration . . . just as they count in everyday life; and in dealing with all people who make your camp, it is the small remembrance, the consideration, the thoughtfulness which is remembered over the years.

How good is your public relations? Rate yourself by the check-list below. Some of the suggestions are obvious; we follow them, almost take them for granted. Some will be new and worthy of trial. All will, we hope, be valuable to directors of new camps, and to new directors who have taken over camps of long standing.

Does your camp folder make a good impression? Does it sell your camp? Is it presented in good taste? Does it contain full information about your camp? ..... ☐

Do you avoid (as the plague) use of "high pressure selling" in enroling campers? Decision has to come from parents or children. In fact, we know of one camp director who talks camping generally on his first visit, without mention of his own camp. ..... ☐

Do you make a point of visiting the home of every camper before the contract is closed? ..... ☐

Have you tried following up your initial visit with a letter, re-emphasizing certain aspects or highlighting items of interest to parent and camper? ..... ☐

Do you send out a monthly or bi-monthly news letter about camp, campers, new improvements to camp site, etc.? ..... ☐

Have you considered the value of a business reply card or stamped, addressed envelope for return of enrolments from former campers?..... ☐

Would you consider an Open Week-end at your camp before campers arrive, so that parents can visit the camp site and see where their children would be living, and to see your dining room, lodges and other facilities? ☐

. . . OF PUBLIC RELATIONS

Do you encourage parents to visit camp during the camping season? Suggest that they do not visit for at least a week after camp has opened, but after that make them more than welcome! ..... ☐

Do you keep in close contact with parents during the camp season, through your own letters and reports from counsellors? ..... ☐

Do you work closely with your counsellors to help them with these reports, and to see that illness, if any, is reported to the parent at once? ..... ☐

Do you extend invitations to nearby townspeople when your camp presents its annual Drama, Circus, Open House or whatever? ..... ☐

Do you send in a report of such events to newspapers in the camp vicinity? ..... ☐

Do you have picture post cards of camp views so that children can use them for mailing? ..... ☐

What of your mailing list? Is it up-to-date? Are names spelled correctly? ☐

Do you send birthday cards and Christmas cards to your campers and staff? ..... ☐

Do you invite your staff to an evening of camp movies, the Kodachromes taken last summer, good conversation and good food at your home during the winter? ..... ☐

Do you plan your reunion carefully, make it as pleasant as you can, give campers and counsellors plenty of opportunity to talk? ..... ☐

In your plans for camp buildings have you included a Counsellors' Cabin, away from the campers' tents or cabins, where counsellors can laugh, talk, sing if they wish, when the days' duties are over? ..... ☐

Most important of all, does your budget allow for food in good supply for meals, snacks, out-trips and counsellors' snacks at night? ..... ☐

We Tried It This Year

(We are indebted to Mr. and Mrs. R. Raymer, Camp Tanamakoon, for this "letter to parents" . . . your Editorial Committee invites contributions for this page with a view to each of us "gaining through sharing".)

Dear Parents:

Your daughter is now safely at camp and in the process of getting settled. No doubt she will tell you all about it in her next letter. We will do our best to see that she is happy while she is here. In the meantime here are a few suggestions which concern her adjustment at camp, and a few items of information.

LETTERS: Your daughter will be writing to you every Sunday. Be sure that you write to her very frequently. Write cheerfully and avoid telling her how terribly you miss her, or what a wonderful time you are having without her. If your daughter writes that she is in the infirmary you can feel confident that she is being well looked after. If anything serious occurs you will hear from us.

If she writes that she is homesick you might quite understandably be concerned. Homesickness strikes most of us sometime or other during our lives. Fortunately not many campers are troubled with the disease, (actually parents suffer more than children), and three or four days usually provide sufficient time for recovery. A homesick camper is not left alone in her cabin feeling sad and deserted. We arrange to keep her busy and active in her group. It takes a little time for anyone to adjust to a new environment. It is very rarely that homesickness proves to be a lasting or a serious handicap.

If you receive letters which are exasperatingly brief it is because the writer is too occupied with camp affairs to elaborate, but she will tell you all about them later. However, if you receive letters which worry you, do not hesitate to write us to that effect. We'll investigate!

During the course of this month you will receive a letter from your daughter's counsellor reporting on her progress at camp.

PARCELS: Campers love them and will ask for them. Feel free to send books, wearing apparel, camera film, tennis balls, toilet articles, games, puzzles, swim fins, swim goggles, quizzle books, pocket knives, nature handbooks, compasses, flashlight batteries, or any suitable camping item. The camp is not in sympathy with the effect of comic books, love story and confession magazines, upon the adolescent and pre-adolescent mind, nor with the waste of time involved in reading them. We ask

you to bear this in mind when sending magazines to camp. One *small* basket of fruit per month is permissible. Our storage space is very limited and because of the perishable nature of fruit, general distribution is the rule.

PLEASE, PLEASE, PLEASE DO NOT SEND FOOD, CANDY OR GUM. In making this annual request perhaps it would help if we review some of the problems which harry us when parcels containing food arrive:

Should we risk acute indigestion by giving the entire contents to the camper and letting her eat it all at once? Should we give it to her to keep in her trunk along with her clothing, to nibble at during Rest Hour, after Taps at night, or just before her scientifically-planned, well-balanced meals? Should we let her share it with a few carefully chosen friends? Should we ask her to be democratic and share it with everyone in her tribe or in the entire camp? If so, when shall we interrupt the programme to do this? Should we confiscate it and dole it out to her a little at a time? If so, what readily accessible filing-system of food storage can we devise? Should we, as many camps do, return all such parcels to their donors, postage collect? What do we do about the disappointment and annoyance of the camper whose food parcel is dealt with contrary to her dictates? Or the camper who receives none? The only completely satisfactory solution we have devised is a negative one. If no food parcels are received there will be no problem.

VISITORS: The camp operates on Standard Time during July, Daylight Saving Time during August. Generally speaking, it is advisable for the parents of new campers and young campers to postpone their visit until the first ten days of camp have elapsed. Also, avoid telling your daughter that you are coming to visit camp, until your plans are definite. If you are afraid that she may be away from camp on a canoe trip, or picnic, you can inquire by telephone.

The most interesting time to visit is at 10 a.m. or 3 p.m. We request, however, that you *do not* plan to arrive, or to depart, between the hours of 1.30 to 3.00 p.m. The entire camp observes a much-needed REST HOUR during that period; the noise of a water taxi disturbs the entire camp. PLEASE DO NOT BRING WITH YOU FOOD, CANDY OR GUM.

When you are here your daughter may suggest that you take her cabin group, or a few friends out to dinner. Campers are not permitted to leave camp with others than their own parents without written consent from home. (This necessary regulation protects unsuspecting parents from a flattering but conceivably overenthusiastic estimate of their hospitality). Even a half-day's absence requires a re-adjustment to the group. Therefore, we prefer that you arrange to take only your own daughter, and that she be returned to camp as soon as possible. TELEPHONING: We have but one line into camp. We are sorry that we cannot call campers to the telephone during rest hour, nor after 8.30 in the evening, nor when they are off in the woods or out on the lake. Messages about trains, tickets, money, visits, etc. will be recorded more accurately if given to the secretary or the director, rather than to an excited camper.

The camp is all ready for action. A maintenance and kitchen staff is here to look after the meals and physical set up. But more important is the supervisory staff. During the summer your daughter's activities will be guided by a staff of thoughtfully chosen and trained counsellors.

Yours very sincerely,

—●

FOODCRAFT Specialized foods are ideal for camp feeding because of simplicity of preparation, cost and waste control, maximum nutritive value, and highest quality.

Most camps use FOODCRAFT products. They combine "home-cooked" flavour with commercial efficiency and are guaranteed in every respect.

Soup Bases
Gravy Base
Soup Vegetables
Salad Dressing
Cake Mixes

Creme Pudding Mix
Pie Fillings
Meringue Powder
Jelly Powder
Hot Chocolate

Jam and Marmalade
Beverage Concentrates
Sundae Toppings
Table Syrup
Flavours

Send for information and samples now — it will prove of considerable interest.

BRANCHES ACROSS CANADA

Foodcraft Laboratories Limited

60 Duchess Street
TORONTO 2, ONTARIO

6276 des Ecores Street
MONTREAL 36, P.Q.

Maplexware by Maplex

Dinnerware molded of
MELMAC

Now in use in 90%
of the Camps in Ontario

ONLY ONE
OF OUR MANY
BEAUTIFUL STYLES

The largest assortment of Melmac Dinnerware in the WORLD.

There is NONE Better!

Maplex

BOX 73,
STATION "H"
TORONTO
13, ONT.

Special Discounts to Camps on "Irregulars". Inquire Today.

Your Canoe and Your Load

In the bushland "your canoe is your life-line", and this craft deserves understanding and care from its first selection throughout its era of usefulness. Overloading is only one of the hazards to be avoided, and a common one. Structural weakness and rough usage are other dangers.

There are bark, wood strip, canvas-covered wood, metal, fibre glass, plywood and many other types of collapsible and sectional canoes, but most used, perhaps, is the canvas-covered craft. It is the subject of some suggestions by W. J. Stinson, Department Safety Officer:

"When selecting a used, canvas-covered canoe, inspect it carefully for weaknesses common to this type. Your canoe is only as safe as its weakest point. Canvas rotted on the bottom or under the keel, canvas pulled from under the gunwale, broken or cracked keel, ribs, planking, thwarts, seats, gunwales, stem, paint badly worn below waterline, loose patches, ribs replaced by inexperienced repairmen, altering the shape of the canoe, all lead to danger on the water.

"To keep the canoe in top condition, keep it painted, but remember that each coat of paint adds weight. Remember, too, that dragging canoes in shallow water, on beaches or rocks, wears paint off quickly, and the bottom may need frequent painting and perhaps much patching.

"Don't spare the varnish on the cedar structure inside and don't scrape heavy, hob-nailed boots across the canoe's ribs or set it on rocks or sharp objects which might puncture the canvas or break ribs or sheathing. Lift the canoe well up on shore when not in use, making sure that the wind cannot roll it over. Leaving it partly in and out of the water, especially on a rocky shore, may cause serious wear from wave action. Empty dirt and sand from the canoe frequently so that it will not settle between canvas and sheathing and cause bumps that will wear through quickly.

"If you have to park your canoe overnight at a portage or longer at a wilderness camp, remove any trees that might fall on it. Keep it upside-down

"If there are porcupines and bears about, wires should be strung from trees to support the canoe high off the ground and sufficiently far from

tree trunks so that 'Porky' can't reach it. Store the paddles in the canoe or within the sleeping area.

"Wash out the canoe after fishing, or the scent will attract bears just as the salt in perspiration attracts porcupines. Bears will tear canoes apart looking for fish, and porcupines will so that a heavy rainstorm will not fill it and break its back.
gnaw gunwales and paddles seeking salt.

"Towing the canoe from shore requires a proper bridle, one that will tie down at the end of the keel and give a lifting effect. Always carry an extra paddle and don't travel at night without proper lights, especially where motor-powered craft are operating."

Approximate carrying capacities for various sizes and models of canoes are given in the following table. Weather conditions will govern their application:

APPROXIMATE CARRYING CAPACITY FOR VARIOUS SIZES AND MODELS OF CANOES

Wooden Canvas Covered	Length Feet	Width Inches	Depth Inches	Weight Pounds	Carrying Capacity Pounds	Weight of Sq. Stern Model Pounds	Width Between Ribs
Trapper	16	33	12	70	650		
	12	30	12	55	400		
	12	32	12	50	400		
	13	30	12	57	450		
	14	32	12	60	500		
	15	33	12	52	550		
	15	34	12	65	600		
Cruising	16	34	13	70	600		
	17	35	13	75	650		1¼"
	18	37	13	80	700		
Guide	16	34	13	75	600		
	17	35	13	80	650		½"
Prospector	14	34	13	60	600	70	
	15	35	13½	70	650	80	
	16	36	14	75	850	85	1¼"
	17	37	14½	85	950	95	
	18	38	15	90	1100	100	
Freight Canoes with Keels	17	46	18	120	1500	125	
	18	46	18	130	1600	135	
	18	50	20	150	1800	155	
	19	51	21	160	2000	165	
	20	54	20	190	2800	195	
	22	62	24	300	5000	300	

Ontario Department of Lands and Forests

continued from page 9

light of more special "weeks" than can be promoted, whether other forms of publicity might be developed. There are so many subjects to consider and your Board cannot plan for the whole of Canada. Each province has its own ideas; their needs are so varied. If each association would do some thinking on one topic, how much more meaningful the C.C.A. could be!

Canada is a young country, but wields an influence in world affairs out of all proportion to her size. In many fields today new and different methods are being discovered to meet the needs of modern living. Can we in camping afford to trail behind these groups? Our local groups are the important units and many individuals put great effort into them, but our national association has to speak for Canada, therefore we cannot function without support from the far-flung posts of our great country.

We live in a great and exciting time when we are on the verge of so many new discoveries. Why not in our field of camping? We must hold firmly to all that is fine in camping traditions, but let us put imagination, creativity and *doing* into our work. We cannot be content with slow transport when our modern world demands jet travel.

There is still much to be discovered about camping. Who of all our C.C.A. members has the courage and desire to help master-mind our future development? The Association patiently awaits the time when our members contribute something of their own thinking directly to our national office.

Our National Board and Executive are committed to responsibility for the C.C.A. and it is a heavy task, requiring much time and thought. They deserve the best support we can render.

Let us make 1956 a memorable year in Canadian camping history.

—●

WHAT is an Advertisement?

An advertisement is an attractive piece of literature designed to stimulate the sale of goods.

It should, as far as possible, feature a picture of a Naval Commander, preferably one with a beard.

Lots of colour is desirable, and encouragement should be given to the saving of box tops.

You Start with a slogan:—

"I THOUGHT MY TEA TOWELS WERE WHITE UNTIL I SAW CAMP KWA KWAK'S"

Then you say just what it is you are trying to sell

THE MOST COMPREHENSIVE LINE OF CLEANING AND SANITARY SUPPLIES FOR SUMMER CAMPS.

Name any special features of your line.

QUALITY, ECONOMY SERVICE REPUTATION.

And finally, state your name

KERT MANUFACTURING Co. Ltd.

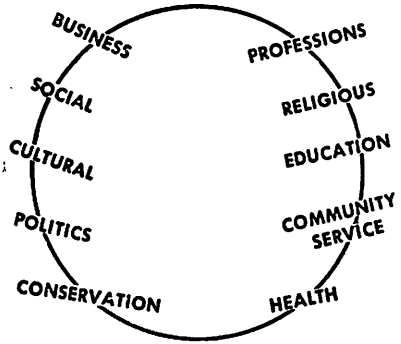
Easy, isn't it?

See you at the Royal York.

SELECTIVITY *through*

Harper's MAGAZINE and THE *Atlantic*

Imagine a circle of influence like this:



These are the areas which Harper-Atlantic readers virtually control in their communities. Where their children go to camp, other people's children follow. Write for rates to Adele Wallace, Camp Department

HARPER-ATLANTIC SALES, INC.
49 East 33rd Street, New York 16, N.Y.

Vaunclair Purveyors
Ltd.

50 Upjohn Road
Don Mills P.O., Ontario
Phone: HIckory 4-6601

"Portion & Quality Controlled Meats"

The Trend Today is The Portion Way

●

A complete line of fresh or frozen meats cut to your exact requirements. Ready for the oven, grill or stew. Consult us on your meat problems. We have a staff of experts at your service.

●

"The House of Personalized Service"

Crested and Plain

SWEATSHIRTS

and

T SHIRTS

CRESTS - ***PENNANTS***

—●—

SPENCER BROS.

103 Richmond St. East Toronto, Ontario

Phone: EMpire 3-8959

UNDER OPEN SKIES

An Appreciation by
Dorothy M. Douglas

The dedication of Mary Edgar's new collection of chapel talks and poems reads "To Campers Everywhere." Beneath it my imagination has written in the lines of William Blake

I will give you a golden string;
Only wind it into a ball,
It will lead you to Heaven's Gate
Built in Jerusalem Wall.

With her two books, WOODFIRE AND CANDLELIGHT (a collection of her poems) and now UNDER OPEN SKIES (Clarke, Irwin & Company Ltd., Toronto ($2.50) she gives to campers and counsellors everywhere just such a golden string to wind. Fashioned not of light cotton string, or coarse hemp cord, nor yet of dainty satin ribbon, it is a string of the finest materials, its strands strong and shining, strong with a great conviction, and shining with the radiance of faith. It is a string that vibrates with music too—the music of poetry.

What camper does not love to be told a story? Jesus, the greatest Teacher of all, chose the parable or story through which to tell His listeners about God and the good life. John Bunyan in PILGRIM'S PROGRESS described the life of a Christian as the journey of one particular man. Mary Edgar is also a wonderful narrator, telling her story or poem with magnetic warmth and sincerity. She knows that it is difficult for children to find significance in abstract concepts: courage, honesty, kindness, valour. And so she chooses the story that stirs their imagination, or the poem that paints a picture of something they too have seen. To those who have attended Glen Bernard Camp since she founded it 33 years ago, her Sunday morning services in the high outdoor chapel have been a great source of inspiration. It is good to know that something of this experience can now be shared with the readers of her books.

As a camp director or counsellor, you are probably asked from time to time to help in planning a worship service or to give an inspirational talk. UNDER OPEN SKIES will be a great help to you. The tales she tells of The Bell of Kiyomizu, A Jaipur Rug, The Cryptomeria Trees of the Tokaido Road. The Chinese Rickshaw Boy and the Embroidered Slippers are sheer romance. There is the legend shared with Glen Bernard by Dawendine, daughter of a Chief of the Mohawks. There are talks inspired by events of the day, incidents from the Bible, moments of beauty in the out-of-doors. Finally, there are some of her loveliest poems and prayers, and a few by such other well-known writers as Mary L. Northway, which may be read as they are, or which may inspire you with some thought that you can express in your own words.

One of the strongest strands in the string Mary Edgar places in her reader's hand is her conviction that to those of us who seek Him, God will reveal His Presence and His purpose for us ("His lamps are we, to shine where He has need"), and that there is no surer place to find Him than in the midst of His handiwork—under open skies!

—●

National News & Notes

Whenever and wherever camping people from all parts of Canada are gathered together, always the thought is expressed: "If only members from the West Coast, from the Prairies and from the Maritimes could be with us." That same wish echoed around the conference table in the Terrace Room at the Chateau Laurier. If only representatives could be on hand to complete the whole camping picture as situations come to light and discussions arise. It is our fond hope, now, that C.C.A. members from far-away points might be in Toronto on business when we gather for the Annual C.C.A. Meeting at the Royal York Hotel on the evening of March first. Keep it in mind. Join us if you can possibly do so. A rousing welcome will be extended.

One of the interesting decisions to come out of the Ottawa Board meeting is that concerning a History of Canadian Camping. The plan is to involve as many as possible of our Elder Statesmen in the camping world, by asking them to contribute some of their experiences and other information about their own camp development which was that very history in the making. The idea is developing. One day we will have a documented report. How colourful it will be!

The YWCA Annual Meeting in Toronto sparkled with ideas and discussions and purpose, but for one-half hour an audience sat in complete admiration of Mary Barker's new 8 mm. film, two reels long and realistic in colour, taken last summer on a tour of some of the YWCA camps across Canada.

Film party leaves from Camp Tapawingo, the Toronto camp at Parry Sound, and goes on to Camp Kinnaird in its magnificent Lake of the Woods setting, operated by the Winnipeg YWCA. Calgary and Edmonton camps take up a portion of the second reel which is completed with views of Georgian Bay from London's Camp Queen Elizabeth, views reminiscent of Tom Thomson and Arthur Lismer.

Camping people wishing to borrow the film may do so . . . but borrow it as they would London Tower's Crown Jewels. This is a one-of-a-kind production. The film's irreplaceable. So, write to Miss Mary Barker, YWCA of Canada, 571 Jarvis Street, Toronto 5, Ontario. It's that precious it's sent out by registered mail only, and must be returned the same way.

Chuck Roche, Director of Public Relations for the B.C. Camping Association, keeps us well informed on the doings of that Province. A recent News Letter says: "Camping is to be included in the area recreation of the B.C. Natural Resources Conference. This Conference, which is made up Government, Industry and University, meets once each year to receive reports on all aspects of B.C.'s resources, and. if desired, to advise the Government on these reports. This Association has been asked to prepare a brief on Camping in B.C. The past, present and future activities and requirements of the Association, as well as the camping movement as a whole, are to be covered."

News from Alberta is that the Camping group in their province is to approach the Provincial Government to rescind taxes on camp land.

"As a result of the first Annual Conference of the Alberta Camping Association there is now a move on foot from this group to have a bill introduced in the Provincial Legislature in 1956 to have taxation rescinded on camp property where the camp is operating on a non-profit-making basis. Some camps, such as the Church and the Y.W.C.A. pay as much as $100.00 a year in taxation on camp property, and we have every reason to believe that a bill to remove this taxation will be passed in the Legislative Assembly. Combined with the taxation appeal, the Alberta Camping Association hopes to strengthen its membership and have all camps in the province represented in its activities. The uniting behind this taxation appeal indicates what can be done when camping combines its voice for a just cause. Many of us realize how slim a budget agency and similar camps are operated on. Should taxation be removed, these particular camps would benefit. Interestingly enough, this appeal will be backed by all camps, even by those who do not pay camp taxation to the Province, but who are lending financial assistance for the presentation of the bill."

The Alberta Camping group is also considering, as one of its projects for this vear, the writing of a generalized booklet on Standards as it affects Personnel.

From the Maritimes comes a hint of another Open Meeting in Halifax towards the end of February, with a key speaker who will conduct a question-and-answer period for the balance of the evening. Camping folk everywhere appreciate the type of meeting which fosters the free exchange of ideas; so we will be interested to hear the final plans.

Our sympathy to Maritimers goes out at this stormy time as nature takes her toll. While damage is reported to be widespread, we hope camp sites remained intact, so that campers can enjoy the best summer ever.

President of the Regina YWCA, Mrs. L. B. Thomson, and Executive Director Miss Isabel Russell, graced our portals to intrigue us with talk of "prairie camping, its joys and problems," as refreshing as the first breeze of a prairie summer. Our best wishes to them in a project we hope we'll soon be given the All Clear to write about in detail.

The Honourable Isabel Catto, new World President of the YWCA, visited Toronto to speak at their Annual Meeting banquet, but found time to talk with us, for a few pleasant moments, of her deep interest in camping, and her desire to know more about how we do it in Canada. A speaker with the purest diction we've heard in a long time, her dinner address brought to her audience something of her daring work during war years, in all parts of the world, under Lady Reading, Viscountess Mountbatten and Lady Churchill. She brings to the YWCA a wealth of experience, a knowledge of the needs of people under stress and in time of peace, a kindly tolerance and a strength of purpose, the value of which will surely leave its mark on the history of that worthy organization.

continued on page 35

Protect
YOUR CAMPERS...
Protect
. . . YOURSELF
Against
ACCIDENTS
and
SICKNESS
For full particulars of Campers Special Indemnity Insurance
Contact
LYON & HARVEY
LIMITED
TORONTO
15 King St. W. - EM. 4-4277

Campcraft
by
BOB WALLACE
Canada's Leader
in
Camp Handicrafts
- LEATHER
- COPPER & ALUMINUM
- ART SUPPLIES
- ARCHERY
- PLASTIC LACE
- SHELLCRAFT
- FELT
- BEADCRAFT

All camp supplies
BOB WALLACE
HOBBY CRAFT
2387 Yonge St., Toronto - MO. 0967

New Zealand sent us a visitor just before the close of the year. Professor Philip A. Smithells, Director, School of Physical Education, University of Otago, at Dunedin, travelled around the world in the interest of Physical Education research. Professor Smithells firmly believes that camping and Physical Education go hand-in-hand. Too short a visit to National Office sent him on his way with a little of the information he wanted, plus a handful of names and addresses . . . camping people in Canada and the United States who, we know, are walking encyclopaedias on the subject. Incidentally, if you're thinking of going Down Under for canoeing, 's no use! It's unknown! Rivers too swift; lakes like inland seas, too big; no canoeing country such as our Canadian north provides.

"It's always fair weather . . . ", and good friends did get together, if only for a short time, at the Ottawa CCA Board Meeting. 'Twas gay indeed to catch up on all the news with Agnes Mutchler, Ken Murray and Nan Vail who is receiving congratulations on her appointment as Executive Director of the St. Laurent Neighbourhood Association in Montreal. We know Jack Pearse is always glad to see C. B. Stafford of the National Boy Scouts Association, and at this meeting we were pleased to meet P. J. Horan of the same Association, and to share his views on safety and standards.

We wonder if all our readers know of the honours shared by Miss Mary Edgar and the YWCA. For the recent Annual Meeting in Toronto, Miss Edgar wrote a special hymn for the

occasion, which was sung at the closing Service of Dedication at Convocation Hall with the Mendelssohn Choir, under the direction of Sir Ernest MacMillan. As delegates and guests crossed the campus on the way to Hart House to tea, the bells of the carillon pealed out the hymn's tune, and it made us very proud to know its author is a member of our Executive. Almost like having a Poet Laureate with us, isn't it?

THE EDITOR'S GUESTS . . . with a great deal of pleasure and appreciation we welcome NAN VAIL as the author of a timely Editorial for this issue . . . as soon as we were told JACK PASSMORE would write about Mr. A. L. Cochrane for Among Ourselves, we knew it would reveal the courage, ingenuity, humour and intellect of Canada's camping pioneer . . . Although he takes no credit, it was the Ontario Department of Lands and Forest's "BILL" STINSON who discovered the need for canoe capacity loads, and who sat down and figured them out . . . For a long time we have wanted to run BRADFORD SEAR'S article on the camp plan, for the benefit of new camp directors . . To ELIZABETH WARDLEY RAYMER, many thanks for an excellent letter to parents which will, no doubt, be adapted for use in many camps . . . and to DOROTHY DOUGLAS who writes so easily and informatively of our new books, and who travels from Oakville to Toronto to attend a good percentage of our meetings, Thank You seems hardly enough!

—●

For Camping Efficiency and Time-Saving Cleanliness

TOWELS — **PAPER SERVIETTES** — **WATER COOLERS**

WASTE RECEPTACLES — **CLEANING SOAPS**

INSECTICIDES — **DISPENSERS**

PAPER CUPS — **SPRAYLETS**

BOAT ACCESSORIES
for every type of Water Craft

A complete line of equipment for every marine need carried in our showrooms —

SAILS - HARDWARE - ROPE - CANVAS - PAINTS - VARNISHES
GLUES and COMPOUNDS, Etc.

TOM TAYLOR LIMITED
The Best in Quality and Service
81 Front Street East **EMpire 3-8761-2** **Toronto, Ontario**

GUMPERT HAS EVERYTHING

Gelatine Desserts
Cream Desserts
Fruit Drinks (Liquid and Dehydrated)
Extracts and Colours
Spaghetti Sauce
Soups (Liquid and Dehydrated)
Cake Mixes
Complete Line of Bakery and Ice Cream Specialties

FOR THE FINEST IN FOODS

GUMPERT

HAS EVERYTHING

S. GUMPERT CO. OF CANADA, LTD.
31 BROCK AVE., TORONTO ME. 5758

When Ordering

PLEASE REMEMBER

OUR

ADVERTISERS

More News & Notes

There is a young dictaphone typist working in New York City's Welfare Department. After hours, she is also the co-leader of a Girl Scout Troop.

What's so unusual? One, she is blind. Two, she has been a Girl Scout continuously for 20 years. Three, she is the co-leader of a blind Girl Scout troop in the same blind school which she attended as a child and young girl. Four, her mother is the leader. Five, she is the reason her mother, with sight, is a Girl Scout leader for these blind girls. Two of the girls in the troop are twins, blind from birth.

Out of the Mail Bag on Press Day comes a note from Vernon McAdam of the Boys' Clubs of Canada in Montreal. You will remember our review of Mr. McAdams' inspiring book, Twenty Twenty-Minute Talks to Boys, in the December, 1954 issue. The book is available without charge and, as might be expected, the first printing ran out almost immediately. The second printing is now ready, so if you were disappointed last year, send in your name now. The address: Boys' Clubs of Canada, 6 Weredale Park, Montreal 6, Quebec.

Prescott Hide & Skin Company Limited

121 Prescott Avenue
RO. 7-5421 Toronto, Ont.

Dealers in Sheepskins (no leathers)
for making
SLIPPERS • GLOVES • FLOOR RUGS • MOTOR RUGS
BABY CARRIAGE COVERS, ETC.

For Your Camp Library

by Dorothy M. Douglas

TRACKS, TRAILS AND SIGNS
Fred J. Speakman

To anyone who does not actually see an animal or a few birds in a stretch of field or woodland, it might seem that no creatures frequented the place. Yet fields and hedges are full of animals and their homes which we can discover if we know where to look. TRACKS, TRAILS AND SIGNS is not a natural history book, but rather a book that makes the reader want to get outdoors to look, smell, hear, and see things for himself. The author states "I should like to show you how to look and then to set you on the right road to understanding something of what you see and hear."

The best way to learn is by watching and stalking. Simple signs sometimes present fascinating stories to unravel. The dropped feather, the tuft of hair or fur on a barbed wire fence, a few wood chips, tunnels in the grass, holes in the trees, droppings, tracks, all are exciting bits of evidence that creatures are about. No wonder we rarely see them. A deer's sense of smell is so acute that he can smell you half a mile away if the wind blows from you to him. If you are standing motionless 20 feet from a badger you have only to swallow and he will dash underground.

There are lots of helpful tips about tracking wild animals. For instance, did you know that to find tracks best you should go with the sun in your eyes and when long shadows lie across the fields; the tracks will show up light with black edges. After dark, carry your flashlight low and level with the ground. The book is generously illustrated with drawings a child could trace. While written about the wild life and conditions that prevail in England, particularly in Epping Forest, this book has more to offer the Canadian reader than I expected to find. As the writer observes, "Certain facts and principles remain true everywhere." Clarke, Irwin & Company Ltd., Toronto. $2.10.

FLOWERS—A Golden Nature Guide

A sturdy little pocket-size book designed for easy reference on the trail, this is one of a series which includes Birds, Insects, Trees, Stars, Reptiles and Amphibians, all written by eminent authorities under the sponsorship of The Wildlife Management Institute of the U.S.A. Here are 134 full-colour pictures of wild flowers, arranged in four groups according to colour, having coloured tips on the pages to indicate these sections. A page is devoted to each flower, giving a 60 to 70 word description and a miniature diagram of the area in the U.S.A. where it may be found. It is striking to note how

continued on next page

Weekly Delivery Service

- REDI-PEELED POTATOES
- FROZEN FRUIT
- TOPPIT
- PIE FILLINGS
- APPLE PRODUCTS
- BEVERAGE CONCENTRATES
- JAMS AND JELLIES
- DESSERT POWDERS
- HOT CHOCOLATE POWDER
- SOUP BASES
- SALAD DRESSING
- PICKLES
- POTATO WHITE
- WYANDOTTE DETERGENTS

For Further Information
Phone STerling 8-6046
or Write

A. RUTTAN SALES CO.
52 McALLISTER RD.
TORONTO, ONT.

BOYS' CAMP

Clothing and Equipment

No worries here! for Camp Directors or Staffs. **All Camp Clothing** and **Equipment** purchased at **"J. H. Beattie's"** is **Labeled** or **Marked,** at no cost to the parents. (Each boy's name tapes to be supplied by the customer)

J. H. BEATTIE
382 Eglinton Ave. West
Toronto 12

Telephone HUdson 8-3675

continued from page 37

many flowers we have in common with our American neighbours, and until such time as a comparable Canadian series can be produced, these Golden Nature guides have much to recommend them to Canadian camps. Available through Musson Book Co. Ltd., Toronto. Paper, $1.35; boards, $2.50.

AUTO CAMPERS' GUIDE TO CANADA

George and Iris Wells

An urge to see the country and to visit new places informally, to try the simple outdoor life with tent and cookstove has a great appeal for the former camper or counsellor. One has only to travel a highway, and picnic at a public campsite to observe how many people have taken to the idea of a holiday camping trip by car. Not everyone has a summer cottage, nor the budget for a resort holiday, but nearly every family has a car.

The Wells offer a guide to all the public and private lands available to the auto camper in Canada. Over 1,000 campgrounds are recorded here, grouped by province and highway number for easy reference. A directory of the hotels, lodges, and cabin camps operated by the government or under concession on public lands. It is impressive to realize how many national and provincial parks and areas of crown land in Canada, still in their natural and unexploited state, are accessible by good roads and open to campers who register suitably on entering them.

Chapters on planning a trip, suggesting equipment, tenting techniques, trailer camping, and what kind of scenery and general conditions await you in each part of the country contribute to

making this an excellent handbook. Having heard how much fun was had by a brother, his wife and four young children on a camping trip in their Morris Oxford car with a tourist tent, a pup tent, and 6 sleeping bags strapped in a play pen on the roof, we recommend such an outing to all the young and adventurous, and with a few more comforts added, to even the uninitiated. Musson Book Co. Ltd., Toronto. $3.00.

THE UNESCO COURIER

Published monthly at United Nations, New York City

"A window open on the world" is the sub-heading on this official organ of the United Nations Educational and Cultural Organization. Generously illustrated and prepared with the best American magazine techniques, this is a very fascinating publication which would be well-thumbed if placed in your senior campers' or counsellors' lounge or reading centre.

For instance, the December 1955 issue contains an illustrated letter entitled DEAR JENNY from a father to his 15-year old daughter, in which he tells her about what the United Nations is, and how it goes about its great task. He sympathizes with the fact that at her age, reading the news is a little like walking into a movie after the film has been running for an hour—

continued on next page

Imported from England . . .

FAIREY MARINE SAILING DINGHIES

DUCKLING—9 ft. for juniors
FIREFLY—12 ft. Junior club racing
INTERNATIONAL 14—Racing at its peak
SWORDFISH—15 ft. Family day sailer
JOLLY 18 ft.—Expresses a new trend in sailing

These are moulded-mahogany craft with built-in buoyancy, safe, fast and known around the world for quality

"LEWMAR" phenolic yacht fittings "BUOY-O-BOY" life jackets

For further particulars, write

C. MIALL, 83 Aldershot Cres., Willowdale, Ontario

NORTHERN ONTARIO'S FINEST RECREATIONAL AREA, FROM NORTH BAY TO MOOSONEE, IS SERVED BY

ONTARIO NORTHLAND RAILWAY

For information on desirable areas for Camps in new territory apply to:

R. P. C. McLEOD,
Traffic Manager,
Ontario Northland Railway,
North Bay, Ontario.

It's Fun to be a Counselor

WELCH, Emily Hamilton $1.25
64 pages—paper cover.

There's something that money can't buy waiting for the young person who chooses to invest summers as a camp counselor—and in a warm inviting way this booklet makes even old camp hands feel a new glow, a new sense of responsibility, a new sense of purpose. This booklet tells more than how to be a counselor, it shows how to be a person. FUN TO BE A COUNSELOR will be used to recruit counselors and to begin the learning process for new counselors.

WATCH FOR . . .

ROLE PLAYING $4.25
by Alan F. Klein
to be published in May

At your Bookstore or

G. R. Welch Co. Limited
1149 King St. W. - Toronto 2, Ont.

IF SAFETY IS A FACTOR YOU MUST CONSIDER AER-O-BUOY

FLUTTER BOARDS
FLOAT MARKERS
RING BUOYS
PADDLE BOARDS

•

BEACH POOL & CAMP SUPPLY COMPANY

Specialists in Aer-O-Buoy Buoyancy Products

Box 97, Oakville, Ontario

continued from page 39

everyone is rushing about but it is not clear who is going where and why.

The idealism and enterprise of young people disposes them to respond enthusiastically to the dream of world peace and brotherhood which is the aim of the United Nations. Because in Canada we have such a high standard of living, such infinite natural resources, we can easily grow up ignorant or indifferent to the great needs of other lands. Through the UNESCO COURIER's articles and pictures we can become better informed about the state of the world, and become aware of the opportunities there are for each person to take an active part in the building of a better community, a better country, a better world. Subscription $2.50 a year; 25c a copy, sent to UNESCO Publications Center, 475 Fifth Avenue, New York 17.

CANADIAN YESTERDAYS
Edgar A. Collard

For a book that combines history with the light sort of reading one prefers for the summer, no better choice than Canadian Yesterdays has come to hand for a long time. While most of the anecdotes are centered in Lower Canada, notably Montreal, Quebec, and the Maritimes, all have a bearing on Canadian history, and centre about names we all know and with whose descendents many of us are acquainted: the Monk family and Monklands in Montreal; Captain Matthew Webb: Dr. Wilfred Grenfell of Labrador; Lord Strathcona; Reverend James McGregor; Bishop Mountain; Thomas D'Arcy McGee; the famous Little Doctor, Dr. George Dawson, explorer and Dominion Surveyor who gave his name to Dawson City.

The glimpse we are given of Lady Macdonald, wife of Sir John A., cross-

ing the Rockies on the cowcatcher of a railway engine, of Charles Kingsley speaking in Toronto and Montreal, of Sir Arthur Conan Doyle and his deep love for Canada, refresh the reader and give insight to the customs and thoughts of an era far agone.

A camp library should hold more books of this sort for older campers and those of the staff who take Canadian History seriously and prefer it in pleasant doses. Longmans, Green and Company, Toronto 16—$4.50.

—E.F.

THE STRUGGLE FOR THE BORDER

Bruce Hutchison

In the words of the author in an Introduction to his latest book: "This is not a formal book of history. It is an adventure story of men in action and careless of what history would record." He has no way of knowing, however, how full of adventure his writing is, for actually he has created much of Gilbert Parker's colourful action and some of the glamour James Oliver Curwood gave to The Plains of Abraham; excitement leads one from page to page, from chapter to chapter to the end of a book truly Canadian, written through Canadian eyes.

From 1535 to 1955, Mr. Hutchison traces North American development as it is related to the rest of the world, and shows from time to time how precarious was our position and how near we came to extinction as a Nation. "It deals with people," he goes on to say, "many of them quite irrational. The writer's modest purpose will be served, therefore, if such a tale interests the reader in the past and future affairs of America, which, he believes, are greatly misunderstood and in urgent need of understanding." Longmans, Green and Company, Toronto 16—$6.00.

—E.F.

—●

HOBART
Food Machines

● ● ●

Meat Choppers
Mixers
Potato Peelers
Food Slicers
Power Meat Saw
Steakmaster
Dish and Glass Washers
Food Cutters

●

Hobart Manufacturing Company Limited
175 George Street, Toronto
Branches Across Canada

AT CAMP...

Protection for YOU . . .
Protection for Your CAMPERS

Against LOSS—DISPUTES —ARGUMENTS

Make it a requirement that all campers' clothing and belongings are marked with

Cash's **WOVEN NAMES**

Mark camp linen, too, to avoid confusion and loss. Use either names, numbers, initials, or any special markings desired.

At Dealers—or Direct from

J. & J. CASH (Can.) LIMITED
Belleville 32, Ontario

Name:	**3 doz. $1.80;**	**6 doz. $2.40**
Prices:	**9 doz. $3.00;**	**12 doz. $3.50**

Your Camp Director's Calendar

February

Plans regarding maintenance schedule for year.
Further staff arrangements.
Plans for counsellor training.
Initial contacts with suppliers.
Review insurance of all kinds.
Attend Conferences.

March

Complete letter "Suggestions to Parents".
Consider fire equipment.
Consider new menus with dietitian.
Plan staff meeting.
Review job analysis for staff.
Further staff interviews.

April

Spring check of equipment and supplies.
Detailed plans for spring maintenance.
Further staff interviews.
Specific orders for: Fuel, Kitchen Equipment, Staple Goods (food), General Supplies (expendable), (brooms, sweeping compound, chemicals, etc.), Program and Sports Equipment, Waterfront Equipment, Medical and First Aid Supplies, Articles for Resale—uniforms, crests, etc.; Mattresses.

May

Staff training.
Complete staff arrangements.
Complete transportation reservations.
Complete arrangements for doctor to be "on call".
Review program plans and list suggestions for:—New Techniques, Supplies Needed for New Features, Suggested Staff and Camper Committees.
Plan orders for initial deliveries of Milk, Bread, Vegetables, Meat.

FOR CAMPING SATISFACTION
. . . use
Peterborough
WATERCRAFT
PADDLES, OARS, AQUA BOARDS, AQUA SKIS, ETC.
THE PETERBOROUGH CANOE COMPANY LTD.
PETERBOROUGH - ONTARIO - CANADA

continued from page 18

has been closely identified with it ever since. Approximately ten years ago, when the Canadian Red Cross Society decided to include water safety in its peace-time programme, "A.L.'s" counsel and guidance were sought, and he still remains an active member of that organization.

Through the years, much public recognition has come his way. He was one of the founders of the Canadian Camping Association, and has been its Honorary President for many years. He is also Honorary President of the Ontario Camping Asociation, and one of the most valued advisers on its Board.

In 1907, he received the highest recognition possible in the life saving field. For distinguished service to the Royal Life Saving Society, King Edward VII appointed him an Honorary Associate of the Hospital of St. John of Jerusalem. To commemorate the fiftieth anniversary of his camp in 1949, the Honorable Dana Porter, then Minister of Education for Ontario, presented him with a memorial plaque.

But the greatest possible tribute to the esteem in which A. L. Cochrane is held, came in November, 1954. Approximately one hundred close friends and well-wishers attended a testimonial dinner held in his honour. "A.L." was lauded by dozens of Canadian citizens, prominent in every walk of life. Sometime during his active camping career they had all felt the impact of his high ideals, manly courtesy, and kindly philosophy.

When the story of Camping in Canada is eventually written, one important chapter will deal with the vision, inspiration and example of Arthur Lewis Cochrane.

—•

Wholesale Medical Supplies . . .

Medical Equipment
First Aid Requirements
Medicines

•

Prices Lower Faster Service

•

STARKMAN CHEMISTS
459 Bloor St. W. - Toronto

For

- Expert Advice
- on
- Labour Saving
- and efficient
- Gas Appliances
- for your Camp
- Consult

SUPERIOR PROPANE
Limited
26 St. Clair Ave. E.
Toronto - WA. 4-7441

S P GAS

The 1956 National Convention
American Camping Association

CONVENTION

- ENTERTAINMENT
- DEMONSTRATIONS
- EXHIBITS
- SPEAKERS
- NEW IDEAS
- FUN, ETC.

The Highlights are Brighter than ever!

Sheraton-Cadillac Hotel
February 15, 16, 17, 18, 1956
Detroit, Michigan

continued from page 21

acquainting new personnel with the planned development of the campsite and prevent snap judgments and hare-brained ideas from destroying the efficiency and value of the long-range plan. Furthermore, for those camps whose development depends largely upon generous public contributions, well presented plans will encourage financial participation much more readily than a sketch on the back of an old envelope.

No matter, then, whether the thought and effort required to produce far-reaching successful camp plans are contributed by those immediately concerned or whether development is entrusted to a competent camp designer, the main point is to plan well and plan wisely. This can best be done through Master Planning.

Reprinted from Camping Magazine

—●

FIRE HAZARD

Protect your valuable buildings and equipment from destruction.

Bucket Brigades are Obsolete

Canada's largest manufacturer of all types of fire hose offers complete fire fighting units consisting of hose, pump, nozzles, etc. Phone or write—

GEORGE ANGUS (CANADA) LIMITED

11 Curity Avenue — Toronto 16 Ontario

The Area of Greater Winnipeg Canadian Girl Guides Association
requires a

FIELD SECRETARY

to assist with the training program

She must be at least 21 years old, hold her matriculation, have leadership experience in the Girl Guide movement, and be qualified to give Guider training. Salary range: $2400 to $2880. For particulars, apply to the Canadian Girl Guides, Area of Greater Winnipeg, 25 Osborne Street, Winnipeg 13, Manitoba. The work is to commence February 1st, 1956.

4 *reasons why* **Parents'** *is best for camp advertisers!*

- **PARENTS' MAGAZINE** gives you the only 100% families with children audience... your logical prospects.
- **73% OF PARENTS'** mother-readers are 36 and under. PARENTS' families have 1,675,000 children ages 5 to 17... natural camp ages.
- **FAMILIES** have special confidence in PARENTS' personal investigation of camp advertisers... resulting in thousands of productive inquiries.
- **PARENTS'** helps bring high-tuition enrollments. In 1954, 63% of enrollments were $350 to $550. 22% over $550.

Parents'

Serves 1,675,000* families with 3⅓ million children

* EFFECTIVE MARCH 1956

That's why 33% more camps advertised in PARENTS' MAGAZINE in 1955 than in any other magazine. That's why 75% of camps advertising in 1954 renewed in 1955; why 68% of 1955 advertisers have been in PARENTS' 5 years or more. And that's why your camp belongs in PARENTS'!

Josephine E. Chrenko, Director, School and Camp Dept.

PARENTS' MAGAZINE, 52 Vanderbilt Ave., New York 17, New York.

OUR FRIENDS . . .
The Advertisers

American Camping Association 44
Geo. Angus (Canada) Ltd. 45
Beach Pool & Camp Supply Co. 40
J. H. Beattie 38
Canada Packers Ltd. 16
The Canadian Girl Guides Association 45
J. & J. Cash (Canada) Ltd. 41
Continental Casualty Co. Outside Back Cover
T. Eaton Company Ltd. 3
Fairey Marine Boats 39
Foodcraft Laboratories Ltd. 26
General Plastics Ltd. 4
Gibbons Quickset Desserts Inside Front Cover
S. Gumpert of Canada Ltd. 36
Harper-Atlantic Sales, Inc. 30
Hobart Manufacturing Co. Ltd. 41
Kert Manufacturing Co. Ltd. 29
Lyon & Harvey Ltd. 34
Maple Leaf Plastics Ltd. 26
Ontario Northland Railway 39
The Parents' Institute, Inc. 45
Peterboro Canoe Co. Ltd. 42
Prescott Hide & Skin Co. Ltd. 36
Redbook Magazine 16
Rexton Equipment Ltd. 47
A. Ruttan Sales Co. 38
Spencer Bros. 30
Stafford Foods Ltd. 5
Starkman Chemists Ltd. 43
Superior Propane Ltd. 43
J. J. Taylor & Sons Ltd. 47
Tom Taylor Co. Ltd. 35
Tilleys Ltd. 8
Vaunclair Purveyors Ltd. 30
Vermont Accident Insurance Co. 6
Bob Wallace Hobby-Craft 34
G. R. Welch Company Ltd. 40
G. H. Wood & Co. Ltd. 35

The River "Pointer"

C. R. BLACKSTOCK,
Director, Camp Mazinaw,

Two summers ago we were able to get a couple of "pointers", or river boats, built by a local craftsman. We had an old one upon which to model the new ones.

These craft are some twenty-four feet in over-all length. When used by lumbermen for driving logs they are equipped with sweeps or oars. We did not have oar-locks put on ours as it was planned to paddle them.

Eight to ten boys, depending upon their size, can use a pointer safely, moving it along at a good speed. For tripping around larger lakes they are ideal since they are so seaworthy. A short mast for a square sail can be rigged on them for running before the wind.

We have found them ideal for teaching paddling, especially to smaller campers. Stroke rhythm, keeping in stroke with others, and the basic strokes —forward, backward, and draw—can be practised on the water in a craft that permits one instructor to help a group rather than just one camper at a time.

Perhaps the most interesting feature about these picturesque Canadian watercraft is that they can be converted so easily to a pirate ship, a viking vessel, or some other glamorous vessel of the young's imaginative invention.

Having a pair of them permits their use in regattas, too. Well paddled, the pointers make a colourful addition to the events.

We recommend the pointer as a craft for summer camps. They are steady, safe, and dependable. They can be constructed of native woods in a very durable fashion. —●

HYGIENIC SANITATION WITHOUT SEPTIC TANK

DESTROL

★ RUNNING WATER NO LONGER NECESSARY.
★ MANUAL EMPTYING UNNECESSARY.
★ COMPLETE CHEMICAL STERILIZATION.
★ UNPLEASANT ODOURS BANISHED.
★ SIMPLE AND EASY INSTALLATION.
★ YOU CAN INSTALL IT YOURSELF.

Wire, write, or phone for illustrated literature and prices.

R. W. BELL (Dealer)
300 St. Clements Ave., Toronto
MAyfair 3516

REXTON EQUIPMENT LIMITED
447 BIRCHMOUNT ROAD
Toronto 13 - OXford 9-9365
Distributor

the
famous

ACKROYD DINGHIES

are built exclusively by the builders of

TAYLOR CRAFT

Canada's Leading
CRUISERS
and
SAILBOATS

J. J. TAYLOR & SONS LIMITED
on the Western Channel - TORONTO

Have you forgotten one very important preparation for the coming camp season?

CAMPERS MEDICAL INSURANCE!

EXAMINE THESE LIBERAL BENEFITS:

$1,500.00 Medical Expenses - Each Accident
$ 350.00 Medical Expenses - Each Sickness
$1,500.00 Medical Expenses for Polio
$2,500.00 for Accidental Death, or Loss of two limbs, or sight of both eyes
$1,875.00 for loss of arm or leg
$1,250.00 for loss of one hand, or foot or sight of one eye

Plans available for all church, private and organizational camps

- You and your staff members may also have the protection, if desired!
- Plans that really pay the bills — no schedule of payments!
- Easy handling — no deposit or minimum premium only one report!
- Your campers are also protected while travelling to and from camp.

"The Most Respected Name in Camp Insurance"

Continental Casualty Company . . . incorporated in 1897 . . . is a pioneer in meeting the special requirements of individuals and organizations.

. . . And in a continuing programme of accommodating consumer needs we welcome your attention to

CAMP FEES REFUND INSURANCE

Phone or Write - - - Inquiries Invited

CONTINENTAL CASUALTY COMPANY

SPECIAL RISKS DIVISION

675 West Hastings Street
VANCOUVER
TAtlow 5639

160 Bloor St. East
TORONTO
WAlnut 4-4692

1510 Drummond Street
MONTREAL
MArquette 5306